TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Journalism and Mass Communication

Bachelor of Arts (Journalism and Mass Communication)

Scheme and Syllabus (w.e.f. Academic Session 2024-25)

As per UGC Curriculum & Credit Framework for Undergraduate Programme (CCFUP) (Dec 2022): GGSIP University, Delhi

COURSE CODE: BA(JMC) – AEC-I-171
COURSE NAME: Hindi

LEARNING OBJECTIVES:

This course will provide the learners the following:-

1. To develop proficiency in Hindi language skills, including reading, writing, listening, and speaking.
2. To analyze and interpret Hindi literature and media content for cultural and critical awareness.
3. To apply Hindi language knowledge in journalism and mass communication contexts.
4. To evaluate the role of Hindi in Indian media and its influence on society and public opinion.
5. To enhance creative and journalistic writing skills in Hindi for various media formats.

PRE-REQUISITES:

1. Students must have basic knowledge of Hindi language and grammar.
2. Students should be willing to engage with Hindi literature, media, and cultural contexts.

COURSE OUTCOMES (COS):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO
CO1	Demonstrate proficiency in Hindi language skills for effective communication in personal, academic, and professional contexts.
CO2	Analyze and interpret Hindi literature and media content to develop critical thinking and cultural awareness.
CO3	Apply Hindi language knowledge to create clear, concise, and impactful written and oral communication for journalism and mass communication purposes.
CO4	Evaluate the role of Hindi in Indian media and society, understanding its historical evolution and contemporary relevance.
CO5	Develop creative and journalistic writing skills in Hindi, including news reporting, feature writing, and editorial composition.

Course Outcomes	**Program Outcomes (Scale - 1: Low, 2: Medium, 3: High)**								
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**
CO1	3	2	2	1	1	2	1	1	1
CO2	3	3	2	1	1	2	1	1	1
CO3	3	2	3	1	1	2	1	1	1
CO4	3	3	2	1	2	3	1	1	2
CO5	3	2	3	1	1	2	1	1	1
Average	**3**	**2.4**	**2.4**	**1**	**1.2**	**2.2**	**1**	**1**	**1.2**